Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

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INDEXED.

: : CHOICE : :

STRAWBERRY PLANTS

GROWN AND FOR SALE

...AT...

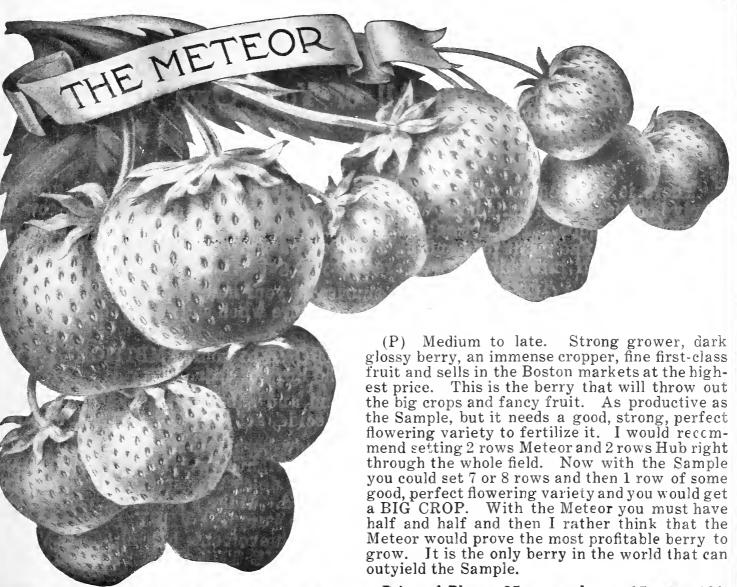
.. SUNNYSIDE FRUIT FARM ..

READING, MASS.



C. S. PRATT - - PROPRIETOR

... SPRING OF 1916...



Price of Plants 25c. per dozen, 85c. per 100, \$2.80 per 500 by Parcel Post, PREPAID, and \$5.00 per 1,000 delivered to the Express Company.

A Real Chance for Real Hustlers to Realize Real Money

START BUILDING A SUCCESSFUL FRUIT BUSINESS

Forget about hoping for a little advance in salary, of fifty cents or a dollar a week. Forget all about a salary—and strike out for yourself. No man can get rich on a salary—because the employer must get the big end of the profits you produce or he will not hire you. Furthermore, in working for someone else, you get into the habit of permitting your mind to follow in the rut of someone else's thought—you follow a plan, instead of MAKING a plan. You REPEAT instead of OREATE. You reproduce for others and reduce yourself.

Money is MADE BY THE BRAIN—simply assorted, counted and piled up by the hands. Therefore, give your brain a chance. THINK for yourself and BUILD for yourself. DO, instead of just HELPING to do. And remember, through all the days of opportunity—

You Are Worth All of Your Own Ability

There is no need to make someone a present of the best part of yourself simply because he baits his hook with a salary. There is no need to kow-tow before a pay envelope. You not only EARNED that money—you made it. And you paid the boss a fine profit for handing over to you the small percentage you have deceived yourself into thinking you are lucky to get.

Wake up—and GET UP. Let the sunrise of your new determination and ambition light the way to a career promised by nature when she endowed you with a brain to INVEST, instead of to PAWN.

And have NERVE enough to give BACKBONE to your AMBITION—for the crown of accomplishment never rests upon the brow of fear.

This business places a great, honest, sound and substantial chance to win in the hands of the one who is ready to think, decide, act and stick up for himself.

Take hold of this business with a great, new-born self-reliance, self-respect, self-desire—Take Hold and Win. And take hold right now. Delay is dangerous. You cannot afford to FOOL with time—a thief of delay that steals your ambition, places a curse upon your heart. Be on your guard. Make a good resolution as you read this VERY WORD that you will make the start this VERY DAY and that you will carry your business forward to great achievement, FROM THIS VERY DAY. Be on your guard. Here is my hand. MAKE THE START.

Yours for Success

STRAWBERRY PRATT.

INDEXED.

C. S. PRATT'S NURSERY, READING, MASS.

I AM C. S. PRATT, READING, MASS.



I want to know you and I want you to know me.





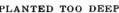
Good luck to you, my friend! And may success attend, the whole year thru! Whate'er you plan to do, or enterprise pursue—GOOD LUCK TO YOU!

TO THE NEW CUSTOMER

Or at least I hope you will prove to be a customer. Maybe not, but I will keep hoping, anyway. Of course I do not expect to get an order from everyone I send a catalog, but I am one of those optimistic, hopeful sort of fellows who always look at the brightest side first. So we will take it for granted that you will become one of my customers, for a trial trip anyway. And now that you are accepted as "one of the family" I want you to "just reach and help yourself," as we say when we have company to dinner. Look all through the catalog—study it carefully, pictures and all—and then give your order for what you want.

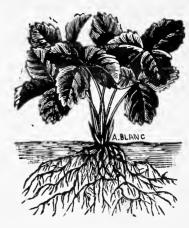
THREE WAYS OF SETTING A PLANT







PLANTED TOO SHALLOW



RIGHT WAY

Be sure and press the soil firmly around the roots so that you can take hold of one leaf and pull it off without disturbing the plant. There are more plants lost by improper setting than by any other one cause. Do not, under any circumstances, allow the plants to fruit the first year they are set out; when they are well blossomed go out over the bed and pull all the buds and blossoms off, as it is all the plants can do the first season to make runners and get ready to fruit the next year. The first three commandments in successful fruit growing are:

Thou shalt not use poor plants.

Thou shalt not set plants carelessly.

Thou shalt not use ground until well fertilized and thoroughly prepared.

Our plants are the highest standard reached. It is useless to look further, for better can't be found.



FOLLOW THE CROWD

We guarantee all plants furnished by us to be firstclass, true to name, and delivered in good condition when shipped.

We do not guarantee stock to grow, or results in any way. No complaint will be entertained that is not made immediately upon receipt of stock.

There are so many causes for failure over which we have no control that we can assume no responsibility after stock is delivered in good order. Poor soil, unfavorable weather, ignorant or careless culture—all contribute to failure and are beyond our control.

COMMONWEALTH OF MASSACHUSETTS - STATE BOARD OF AGRICULTURE

Official Certificate No. 43.

BOSTON, September 7, 1915.

TO WHOM IT MAY CONCERN:—This is to Certify that I have this seventh day of September completed the inspection of the nursery stock of C. S. Pratt, grown at Reading and North Orange, State of Massachusetts, and find it to be apparently free from all injurious insects and diseases which might be transferred on nursery stock from the nursery to the orchard or garden. This certificate is good until July 1, 1916.

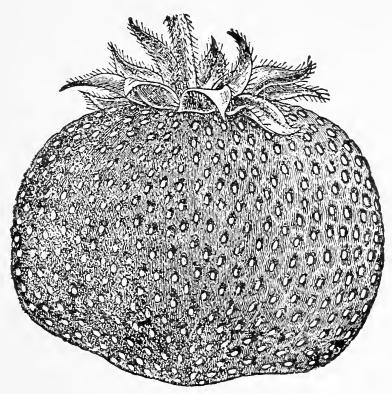
Inspected by C. H. FERNALD, 2d.

(Signed) H. T. FERNALD, Inspector.

THE RYCKMAN STRAWBERRY

15 Strawberries to the Quart. \$500 from Half an Acre

That is the record of the RYCKMAN STRAWBERRY under ordinary farm culture



RYCKMAN

The Ryckman strawberry is not a novelty or experiment, but has been extensively grown for several years, and wherever it is known there is a large and rapidly increasing demand for both the berries and plants.

It bears a tremendous crop of the very largest-sized berries, and is probably the sweetest and best flavored variety grown. In growth it is extremely vigorous, even on poor soils, and it is noted for bearing heavy crops continuously on the same ground for several years. It is perfect flowering and medium early. Farmers everywhere will find little difficulty in marketing at a good big price the berries from an acre or more of Ryckman, for there is an unlimited demand for very large sweet strawberries. Although it is such a heavy bearer, the Ryckman produces its entire crop in a few days, thus requiring but little time to harvest and sell the berries. Few, if any, farm crops will net the farmer as much money as an acre or more of Ryckman strawberries.

25 cents per dozen, \$1.00 per hundred \$3.30 per five hundred, via Parcel Post. \$6.00 per thousand via express

A cheap article is seldom good, and a good article is never cheap. It is not what you pay for what you get, but what you get for what you pay.



The Gibson Strawberry (S)

"The Gibson commences to ripen with the Dunlap and continues well into the season of the later varieties, which is an indication of its strong vitality. The fruit stems are large and strong and the dark green foliage is ample protection for the blossoms and fruit. It is a perfect blooming variety. The fruit is large and regular in shape and continues large to the end of the season. In color it is a rich red all over, the meat also being red. The calyx is large and green. Not a speck of rust on it."

As a shipper it hasn't a superior, being so firm that it will carry to the most distant markets in the best of condition. We have never seen a variety that makes such a sturdy growth as this one. In standing and looking over a patch set with Gibson and other varieties you can pick it out at a glance by its healthy, luxuriant foliage. The new plants are also exceptionally strong and well-rooted, as you who bought some of this variety from us last season know. Taken altogether, the Gibson is an ideal variety of a size, shape and color capable of commanding the highest price in any market and of a sturdiness able to withstand the drawbacks peculiar to every section.



25 cents per dozen, 85 cents per hundred

\$2.50 per five hundred, via Parcel Post, delivered at your P. O. \$4.50 per thousand by express

Progressive

The best of all the fall bearing varieties. Vigorous grower, heavy producer of berries that are of excellent quality. Will give you berries all summer and fall, until heavy frost. Don't overlook the Progressive

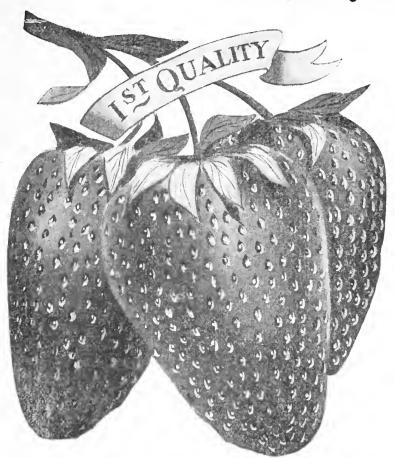
25 cents per dozen, \$1.50 per hundred, \$5.00 per five hundred via Parcel Post

TAKE NOTICE

I would like to sell out my Reading place. The land is too valuable to grow fruit on. I have seventeen acres in the heart of Reading, 5 minutes walk to R. R. station, 12 miles to Boston, 30 trains per day, $12\frac{1}{2}c$. fare. It is all set out to currants and raspberries, not a rod of vacant land for strawberries. For the last two seasons I have been growing my strawberry plants on my son's farm at Orange, Mass., 90 miles from Reading. It is too far from market. What I would like would be to go in with some one that has a good farm near a city like Worcester or Springfield and grow small fruits on a large scale. I would not think of going in with any one unless they were willing to put some push into it. If I can find the right sort of man I will talk business. I have been in the fruit business ever since 1870, and I ought to understand it.

C. S. PRATT.

1st Quality Strawberry



(S) It will surely take the place of the Marshall for a family berry. Will produce five times as much from the same space of ground as the Marshall. Great cropper, fine shape and colors well. This is the berry for your own use. Too good to sell but just right to give one's best friends. We have never heard of a person who did not immediately become enthusiastic over the 1ST QUALITY. There is something—that indescribable something—about its flavor that completely captivates the taste. And it is a flavor that grows in favor with every berry eaten. No one ever seems to tire of it. Always a treat when you are ready to eat. The more I see of this berry the better I like it. There is not a berry in existence that will begin to throw out the number of quarts from the same amount of ground as this will. The second year's fruiting, the fruit will be nearly as fine as from a new bed. I have taken a bed of this variety after the first crop had been picked and run a mowing machine over the bed and then gone over it with a wheelhar-

row three times until you could hardly see anything but dirt—hardly a plant in sight, and inside of three weeks had as fine looking strawberry bed as one would wish to see, and no more work done on it, not even covered up for the winter, and the next season harvested a bang up crop. Now a variety that will do that is worth growing.

25 cents per dozen, 85 cents per hundred

\$2.80 per five hundred, delivered free, via Parcel Post. \$5.00 per thousand by express

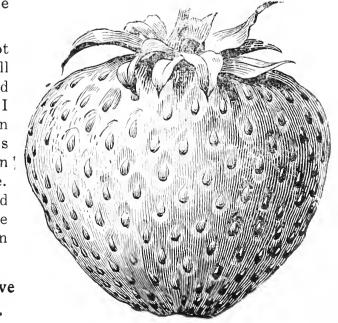
-Warren-

(S) This I honestly believe is by all odds the finest berry S. H. Warren ever grew. It was put on to the market two years ago. No one but himself would have had the handling of it if he could have lived. He had been in the berry business fifty-eight years. I was very fortunate

two years ago to get some plants directly from the grounds of Mr. Warren. I have only a small stock.

I shall be greatly mistaken if the Warren does not prove the finest strawberry ever put on the market. All is, if I should tell you just what I thought of it I would be sold out of plants in short meter. Don't wait until I get a large stock and tell what I think of it. If you can only spare money enough to buy 100 plants by all means do so. For fancy fruit it is the best one I ever saw in my fifty years of fruit growing. Immensely productive. I wish I had 1,000,000 plants of it this spring. I would then tell what I thought of it. You bet your sweet life next year I will have a little million plants. I will then talk right from the shoulder.

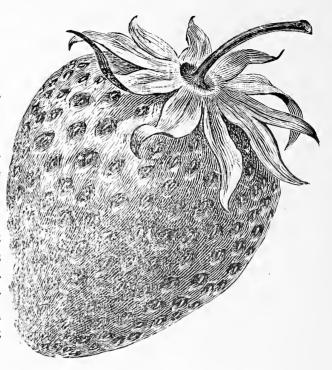
25 cents per dozen, \$1.00 per hundred, \$4.00 per five hundred via Parcel Post, \$7.00 per thousand via Ex.



U. S. King Edward

(S) It is the rich man's berry, the poor man's berry, lazy man's berry and the market man's berry. If one wishes to grow the largest number of quarts to the acre, and has to sell at low prices, this is the berry to grow every time. It is not one of those large, coarse overlarge berries, but of uniform size throughout the season. Indeed, every berry looks as if they were all run in the same mould. They are a very attractive, light scarlet color. A crate of this fruit is about as fine a thing as one could possibly ask for. The looks alone would sell them. They stand up great. A berry marketmen like to handle.

The plant is a strong staminate variety and is just loaded with fruit. Quarts, quarts, quarts, as thick as cultivated cranberries. It is a mortgage lifter! Unfornately, there are two strawberries by the name of King Edward. One originated in England and the best one in America. You want the U.S. King Edward because it is the best.



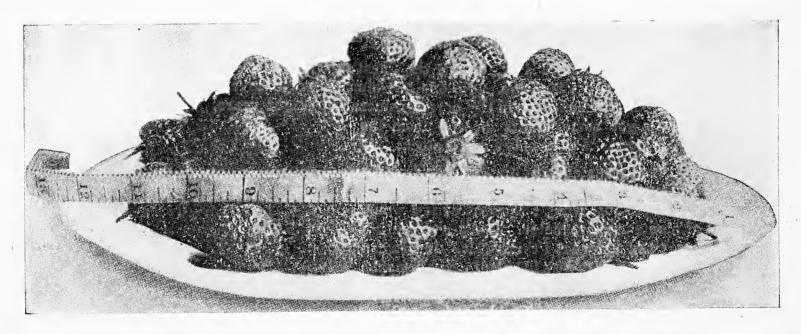
I have a small stock of this variety. Get your order in early if you wish to have it.

25 cents per dozen, 85 cents per hundred

\$2.80 per five hundred via Parcel Post. \$5.00 per thousand via express



SUPERB — Perfect Blossom



It is not only a fall bearing strawberry but is equal to the best June strawberry to produce a crop of fruit at that time also. Plants set in April or May will bear the following August and continue to fruit until the ground freezes. The following spring and fall will give two crops more, making three crops in two years. Common June strawberry only one crop in two years.

25 cents per dozen, \$1.50 per hundred, \$5.00 per five hundred via Parcel Post

Sample



(P) There never was a variety put on the market that took a stand right in front of the procession and held it as long as the Sample. It is as fine now as when I first introduced it. It is one of the very best pistillate kinds in cultivation. The plant is large and healthy and makes plenty of runners. However close to each other the plants may stand in the bed, every one will bear. The plant is well anchored by a great mass of roots which insure it against drought and frost. It is a great bearer of large, roundish berries, dark red to the centre, moderately firm and of good quality. The fruit is large to the close of the season; late. Remember, I am headquarters for this berry and you are sure of getting plants true to name. There was not a berry on my place that stood the drought as well as this. It just threw out the berries. Quarts, quarts, quarts. This and the U.S. King Edward are two safe berries for a beginner to plant.

You set five rows of Sample and then one row with either 1st Quality or King Edward and you are sure of getting a crop and a large crop as anything you can set. I have grown these berries for fourteen years and I never knew of any grower making a failure. They are safe berries to set.

25 cents per dozen, 85 cents per hundred

\$2.80 per five hundred via Parcel Post. \$5.00 per thousand via express

I Have Got the Largest Stock of Plants

This spring I have had for many a year and they are well covered up with hay and ought to be in fine condition. Last spring I had orders for \$1700 worth of plants more than I had, and I had to return the orders with money. I won't be in that box this spring. I hope that those who were disappointed last year will not give me the slip this year.

I don't dig my plants, have them counted and tied up in bunches and packed away in moss and kept—nobody knows how long—and then taken to fill orders.

No! I do just the opposite. When I receive an order the plants are in the ground growing. They are dug and packed right from the ground and shipped in fine condition and will give satisfaction. A plant out of the ground is like a fish out of water: it may not be dead but it is in a dying condition. Cash with the order. No plants sent C. O. D.

SEARSMONT, ME., May 6, 1915.

The plants came in splendid condition. Thanks for the liberal count.

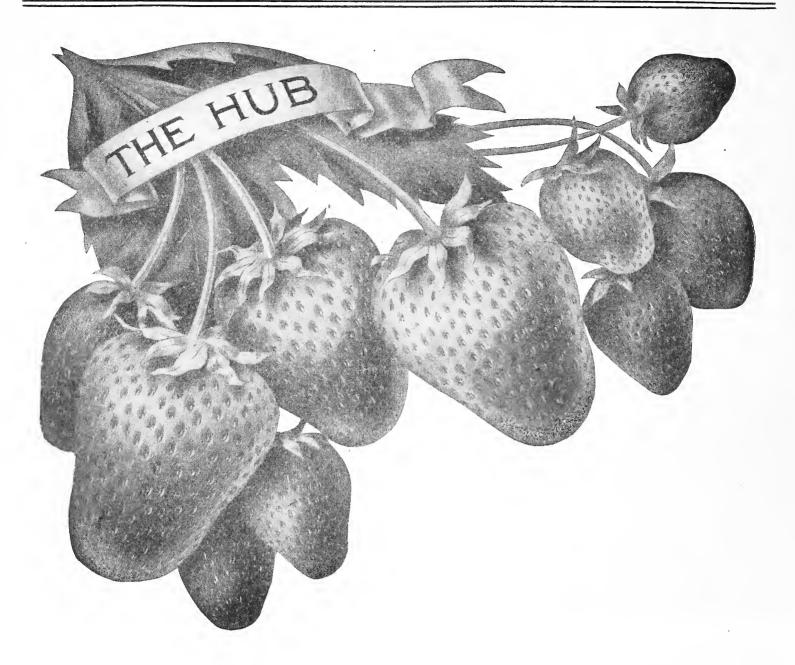
Very truly.

Moses A. Fowler.

Pomfret Centre, Conn., May 13, 1915.

Your plants are the finest I have set. Shall order more next year.

GEO. HARRINGTON.



For years the originator grew it simply for his own trade which he simply could hold in spite of all other growers. He could always get a fancy price for his fruit even when the markets were just glutted with strawberries. A strong staminate or perfect flower, fine shade and one of the handsomest berries grown. This and the Meteor (set two rows of each) will just throw out the crops of the finest fancy fruit, so when you return from market your pocketbook will be stuffed as full as a stuffed goose.

I have an immense stock of this variety and I am putting the price way down, but do not for a moment think because I sell it low it is no good. I shall sell every variety I have except this, and I want to get rid of everything. I do not care to fruit any berry. The trouble is my place in Orange, Mass., is a long ways to market and packers are hard to get, so I want to sell the plants and not have the fruit to bother with.

25 cents per dozen, 85 cents per hundred

\$2.30 per five hundred, via Parcel Post. \$4.00 per thousand by express

Marshall (S) One of the richest flavored. It is a strictly fancy berry but not very productive. Its large size and fine quality and appearance, however, will go a long way to make up this deficiency. It is a berry that finds a ready market at top prices. I have a fine stock of most excellent plants.

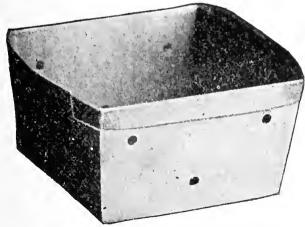
25 cents per dozen, \$1.00 per hundred, \$2.50 per five hundred, via Parcel Post

It's 10

That the Warren Strawberry will be one of the most profitable, if not the very best berry, ever put on to the market. Be sure and get some of them this spring.



This is the way I water my fruiting beds. Write to J. P. Campbell, Jacksonville, Fla. Tell him you want the same kind of sprinklers he sold C. S. Pratt.



The Finest Berry Basket Made

Wax-lined Paper Berry Baskets

Standard or full sized. They are the only baskets I use in my business. They are cheaper and strongerevery basket in a thousand is a good one. When one buys split baskets there are four out of every 50 that are worthless, so you only get a little over 900 good baskets out of the thousand paid for.

Order your stock of baskets a month before the fruit is ripe, for they are shipped from the West. Price \$2.50 per 1000 F. O. B., Mich.

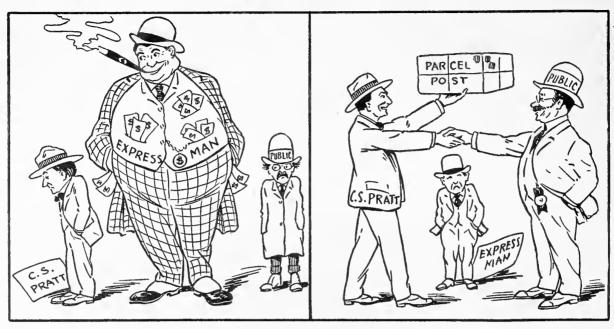
UPTON, MASS., May 10, 1915.

C. S PRATT,—I received my plants Friday night in O K condition. They are the nicest plants I ever bought. Am much obliged to you. Please send your catalog next spring.

......

H. S. GOODRICH.

HE LAUGHS BEST WHO LAUGHS LAST!



AS IT WAS

AS IT IS NOW

I have been working hard with lots of others all over the country to have Congress adopt the Parcel Post, but it was uphill work. The express companies of the country had the inside track. Where are they today? (Echo says—"Where?") Do you know what is going to happen this spring? I shall ship nine-tenths of all the orders I receive by Uncle Sam and the plants will be delivered promptly right at YOUR DOOR. No express to be paid. Not one plant in a hundred will fail to grow if set properly. Just think—it will cost you only 30 cents to receive 500 plants packed in a basket and delivered in fine condition. The express on the same package would be 35 cents to \$1.35, and then they might lay in the express office several days.

Remember I only ship plants by Parcel Post at the prices named to the 1st and 2d zones. If you live in the 3d zone from Athol, Mass., you must enclose 15 cents more. All my plants will be shipped from Athol, Mass. Your postmaster will tell you what zone you are in from Athol. New Hampshire, Vermont, Massachusetts, Rhode Island and Connecticut are all in the 1st and 2d zones; also York County, Me., and the eastern part of the state of New York. I certainly would advise you to have your plants shipped via Parcel Post.

MIXED PLANTS \$4.00 PER THOUSAND

These plants will be taken up where two varieties come together and are fine for any to set for fruit. You stand a chance of getting some of my newest and highest-priced plants at a bargain. If you wish simply to grow a crop of fruit these are as good as anything you can buy. I have only a few thousand to sell, anyway.

NOW AND THEN A MAN BLUNDERS INTO SUCCESS

But most of us have to earn it. I have earned my success because I have worked for it. If you had the toothache would you go to the blacksmith? When in need of strawberry plants why not go to Strawberry Pratt?

Catching fish is not wasting bait. Bait your hook with the First Quality Strawberry. The best berry under cultivation BY ALL ODDS!

A friend of mine has often told me how he regretted that he did not get married years ago. The trouble with him was that he postponed too long asking a young lady whom he thought much of to become his wife. When he mustered up courage to ask her he found that another man had been more prompt to put in his application. His present opinion is that he made a mistake.

No man has any business to be in a bad business. Get into the berry business.

What have you given the world it never possessed before you came?

The Royal Purple Raspberry

Purple raspberries are more vigorous and productive than either reds or blacks and will succeed when reds and blacks fail. For this reason they are recommended for the average planter. There is more money in growing Columbians and Schaffers at 8 cents per basket than Cuthberts at 25 cents. The Royal Purple is the greatest advance yet made in Purple Raspberries.



A new Purple Raspberry which we believe will be a great seller when thoroughly known

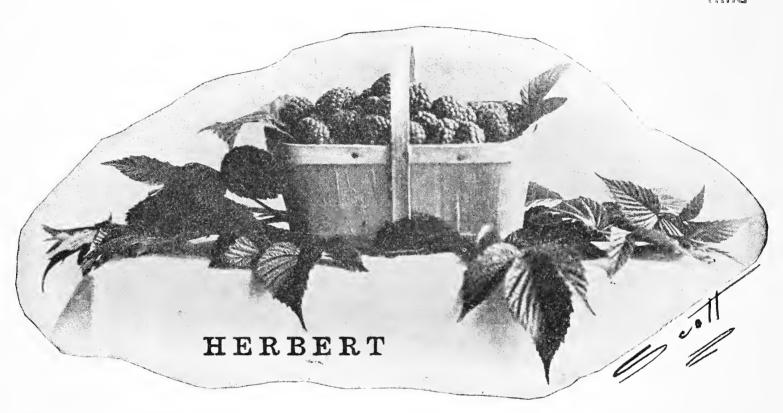
The Royal Purple is dry, hard and firm, does not crumble and can be picked before fully ripened, as it comes off the stem easily. Being easy to pick the tendency is to gather them before fully ripe, and they do not have that sickly, dull ashen color that purple raspberries usually have. One great point in favor of the Royal Purple is its lateness. The plants are strong, sturdy growers, nearly thornless, and when ripened in the fall and winter are of a beautiful dark red color. The original bush has stood in a stiff blue grass sod and borne fruit for thirteen successive seasons without fail. It is the hardiest purple raspberry the writer has ever seen, having withstood 35 degrees below zero without injury.

Price \$1.00 per dozen, \$3.00 per hundred by Parcel Post

The Herbert Raspberry

I have discovered the best raspberry ever grown. It is a giant, as sweet as honey and as delicate in flavor as a maiden's kiss. It is as big as the end of a man's thumb. The berry is of fine texture, remarkably juicy, rich in color and keeping qualities, and a wonderful yielder. If you live near a large town no crop grown will return more dollars and cents. It will average twice the yield that the strawberry will and will sell for twice the amount. I shipped Herbert raspberries to Hall & Cole, Faneuil Hall Market, last season and they sold from 12 to 14 cents per pint basket. How is that for high? With a yield of 8,000 quarts, 16,000 pints per acre, such a crop is richer than a gold mine in the Klondike—and will not have any freeze in it, either.

77.8



Pint Basket taken July 20, 1912. Take note of the size of the Berries

The **Herbert** will sell for the same price day in and day out; there will be no glut in the market, as is so often the case with the strawberry, forcing the price down to vanishing point and sending you home dead broke. Take the **Herbert** raspberry to the market and you go home with a pocket-book stuffed as full as a stuffed goose.

One acre of the **Herbert** will yield larger returns than one and one-half acres of the best strawberry ever grown. The **Herbert** will stand the New England winter where the thermometer goes up to the sweating point and then DOWN, DOWN to the freezing point of Iceland.

If you are a young man set out an acre of the Herbert, keep your hoe busy, in two years marry the best girl you can tie up to (if you are worthy) and live off the constant inflow of money.

One thing about the Herbert raspberry, you can pick the patch over every day and get as many one day as another, and as fine fruit the last day as on the first. With the strawberry the fruit grows smaller at each picking.

I have no hesitation in saying that there has never been a raspberry put on the market in the United States or Canada that has proved so universally successful as the Herbert. From all over the continent—North, South, East, West—comes most flattering accounts of its behavior from the most uninterested authorities in each of the two countries.

C. S. PRATT'S NURSERY, READING, MASS.

From Bulletin No. 56 by W. T. Macoun, horticulturist at the Central Experimental Farm at Ottawa, I take the following list of yields, which is the average from 12 plants for three years:

Herbert		•			•					36 lbs. 73-4 oz.
										15 lbs. 13 oz.
Herstine					•					14 lbs. 4 oz.
Columbian					•					11 lbs. 9 1-4 oz.
Marlboro	•									7 lbs. 12 1-2 oz.
Loudon										7 lbs. 12 oz.
Schaffer		•				*			•	6 lbs. 10 1-2 oz.
King .		٠	٠	•			•			5 lbs. 15 oz.
Golden Que	en			•				•		4 lbs. 15 1-2 oz.

(Cuthbert has been a failure, owing to winter injury to the canes)

From this table we see the enormous superiority in yield of Herbert over all other varieties. Professor Bailey, one of the best authorities in the world, places the average crop of raspberries per acre at from 54 to 100 bushels. Estimating the average yield, as reported by 56 growers, Card found the average to be 69 bushels per acre. But at the Experimental Farm, Otawa, 1904, Herbert produced at the rate of 319 bushels and 26 lbs. per acre, or nearly five times as much as the average. This is simply wonderful. Imagine a pile of raspberries twice as large as the average crop of potatoes coming off the same amount of ground. My stock is absolutely pure. I got my original plants from headquarters in Canada.

\$1000 a year for one acre of Herbert Raspberries and Six Months' Vacation.

Price of Plants 50 cents per dozen. \$2.75 per hundred postpaid. \$12 per thousand via express

CHARLOTTE, VT., May 2, 1915.

C. S. PRATT, READING, MASS.:

DEAR SIR,—I am glad to inform you of the safe arrival of the strawberry plants. They certainly are strong, healthy looking plants. Thanking you for promptness in sending,

Truly yours,

F. R. STODDARD, M. D.



"Norcross Cultivator — Hoes and Weeders"

Will cultivate closer to plants without injuring them than any other type of implement known, leaving the soil level, loose and untrampled.

The sharp tapering shovels enter the ground easily and are so arranged one with another as to literally tear up every inch of the soil from one to six inches deep.

Detachable steel prongs, malleable head, extra high grade handles. Finely finished throughout.

Three sizes, suited to both men and women, and the average cost is only that of a common hoe.

TOTO DE LOS

THREE SIZES AND PRICES

5-prong, 4 ft. handle, wt.	3 lbs.		•		•	•	•	75 cents
3-prong. 4 ft. handle, wt. 2	2 lbs.	•	•	•	•	•	•	50 cents
"Midget" 9 inch handle, w	vt. 12	ounces	•	•	•	•	•	25 cents
(N. C. L.) TTT 1	1.	4 1	 Danasl	Doot	fon	25	annta	1

(Midget Weeder can be sent by Parcel Post for 35 cents.)